

**Remarks/Arguments:**

In view of the above amendments and following remarks, reconsideration of the present application is respectfully requested.

By this amendment, claims 102, 105, 108, 110, 111 and 113-121 have been amended and claim 122 has been newly added. Accordingly, claims 102-103, 105 and 107-122 are currently pending in this application.

*Interview Summary*

The Applicants gratefully acknowledge the courtesy of Primary Examiner Victor Kostak for granting and conducting a personal interview with Applicants' representatives on March 20, 2007. During the personal interview, Applicants' representatives presented a proposed amendment to independent claim 102 in order to more clearly distinguish the claim over the prior art of record and presented arguments distinguishing such claim over the prior art of record. The Examiner was able to appreciate the proposed amendment and arguments as more clearly distinguishing the claim over the prior art and indicated that he would formally reconsider the application upon filing of a formal response. The Examiner indicated that, since the status of the application is final, Applicants should file an RCE to obtain formal entry and consideration of the proposed amendments.

Focusing next on the office action, it is noted the Examiner has rejected claims 111-113, 114-116 and 118-121 under 35 U.S.C. §112, first paragraph, due to the Examiner's assertion that the term "automatically" is not described in the specification.

The Applicants maintain traversal of the aforementioned 35 U.S.C. §112, first paragraph, rejection and assert that the automatic activation feature is supported by the specification in compliance with 35 U.S.C. §112, first paragraph, for the reasons previously submitted. Nonetheless, in order to expedite allowance of this application and without intending to acquiesce to the Examiner's rejection, the term

"automatically" has been deleted from the claims, thereby rendering the 35 U.S.C. §112, first paragraph, rejection moot.

The Examiner has rejected each of independent claims 102, 105, 108, 111 and 114-121 under 35 U.S.C. §102(b) as being anticipated by Ohga et al. (USPN: 5,465,385) and has rejected each of independent claims 105 and 117 under 35 U.S.C. §102(e) as being anticipated by Diehl et al. (USPN: 5,659,653).

By this amendment, each of independent claims 102, 105, 108, 111 and 114-121 has been amended in the manner proposed during the personal interview in order to more clearly distinguish the claim over the prior art of record.

Particularly, according to the claimed embodiments, the transmission format information, which includes an identifier and starting time information related to the identifier, is transmitted to a receiving apparatus. The identifier identifies content to be activated by the receiving apparatus, and the starting time information indicates a starting time for activating the content. The content is transmitted to the receiving apparatus before the starting time for activating the content. In alternative claimed embodiments, the transmission format information includes processing term information in place of the starting time information, wherein the processing term information indicates a term for processing the content and the content is transmitted to the receiving apparatus before the term for processing the content.

It is submitted the aforementioned features are recited in each of newly amended independent claims 102, 105, 108, 111 and 114-121 of the present application and such features are not disclosed or suggested by the Diehl et al. or Ohga et al. references, take either alone or in combination, for at least the following reasons.

The Diehl et al. reference discloses a system for "time shift recording" for programming a VCR to record a program which will be broadcast in the future [see column 1 (lines 10-12)]. Particularly, upon pushing a LEARN button on a remote control during an advertisement for a future program, only identification data such as type, date, start hour, duration, channel program ID and periodicity of a desired future

program are transmitted to the receiver [see column 3 (lines 10-45)]. The identification data is subsequently used for tuning into, and recording, the actual program being broadcast [see column 4 (lines 57-64)]. Thus, the actual program itself is not transmitted before the starting time or processing term. Accordingly, Diehl et al. clearly fails to disclose or suggest content being transmitted to a receiving apparatus before a starting time for activating the content or before the term for processing the content, as now recited in newly amended independent claims 102, 105, 108, 111 and 114-121 of the present application.

The Ohga et al. reference is similar to the Diehl et al. reference in that Ohga et al. discloses a timer reservation system in which, upon selection of a movie title by a user, start time data, length data and channel number data corresponding to the selected movie are transmitted to a terminal apparatus [see column 4 (line 58) – column 5 (line 1)]. This identification data is then subsequently used to enable a viewer to automatically view the selected movie being broadcast at the start time [see column 5 (lines 2-16)]. Thus, similar to the Diehl et al. system, the selected movie itself is not broadcast or transmitted before the starting time or processing term in the Ohga et al. system. Accordingly, Ohga et al. also clearly fails to disclose or suggest content being transmitted to a receiving apparatus before a starting time for activating the content or before the term for processing the content, as now recited in newly amended independent claims 102, 105, 108, 111 and 114-121 of the present application.

In view of the foregoing, it is submitted that independent claims 102, 105, 108, 111 and 114-121, as well as claims 103, 107, 109, 110, 112 and 113 dependent thereon, clearly are allowable and the Examiner is kindly requested to promptly pass this case to issuance.

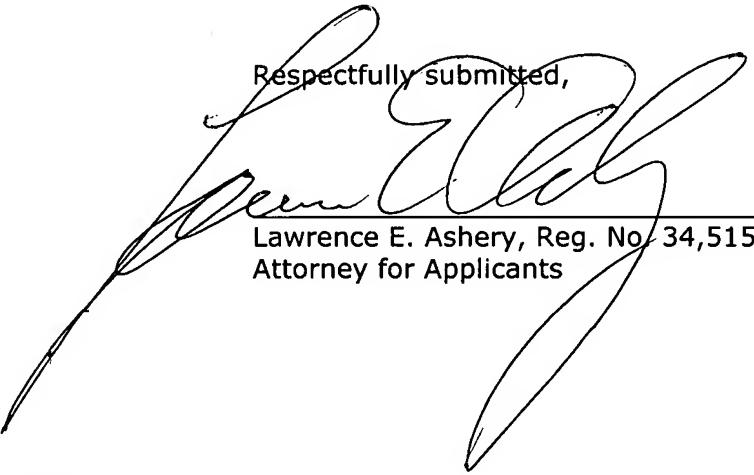
In the event that the Examiner has any comments or suggestions of a nature necessary to place this case in condition for allowance, the Examiner is kindly

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requested to contact the Applicants' representative in order to expedite allowance of this application.

Respectfully submitted,

  
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LEA/ds

Dated: April 26, 2007

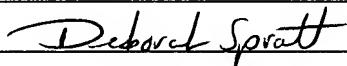
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April 26, 2007

Deborah Spratt



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